Kitchen floor of WRIGHTEX — soft-surface Wright Rubber Tile— in Cream-black, and Blue-cream, with Wright-on-Top Compression Base in glossy black.

Floors that add Lifetime Smartness to Your Home

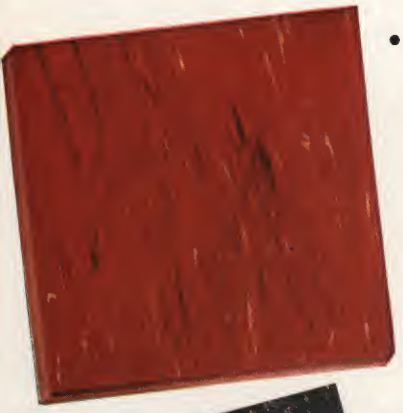
YOU, like others planning new homes, have asked this question — "Is there a BEST FLOOR for our kitchen . . . our bathrooms . . . our dining room . . . for EVERY room in our home?". It is the purpose of this presentation, by America's oldest maker of rubber floor tile, to help you answer that question.

TAYLOR MANUFACTURING CO., 3034 W. Meinecke Ave., Milwaukee 10, Wis.

WRIGHT RUBBER TILE

Floors of Distinction

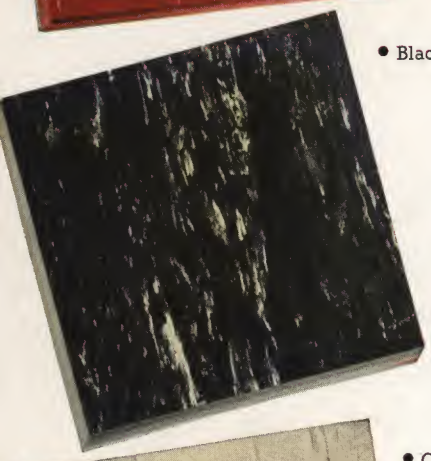
COMPARE WRIGHT RUBBER TILE WITH ALL OTHER FLOORS



• Red-cream-black

When you do this, you will discover that WRIGHTEX — the soft-surface Wright Rubber Tile — possesses not only the desirable features of *all other* types of modern home floors, but also several outstanding and exclusive advantages. That is why it so completely satisfies the individual requirements of any room or group of rooms.

SPECIAL NOTE. There are two styles of Wright Rubber Tile — (1) soft-surface tile called WRIGHTEX, and (2) hard-surface tile called WRIGHTFLOR. Both are made of the same finest quality materials, and by the same process, which have been tested and proved most satisfactory in use for 25 years. WRIGHTFLOR is used primarily in stores, and for other large area floors subjected to excessively heavy traffic, and is made in colors suitable for this purpose.



• Black-cream

WRIGHTEX FOR YOUR HOME

WRIGHTEX is built especially for homes, as well as other interiors requiring *noiseless floors,* and in colors appropriate for smart interior decorative plans. The yielding resilience of soft-surface WRIGHTEX not only silences, but also cushions, every footstep.

• Cream-black

NEW WALKING COMFORT — LESS FATIGUE

The floor that *cushions every step* brings you a new experience in walking ease — new freedom from fatigue for those who spend hours on their feet. In no other floor is this comfort combined with the enduring smartness and rich beauty you've always wanted.

EASIEST OF ALL FLOORS TO KEEP CLEAN

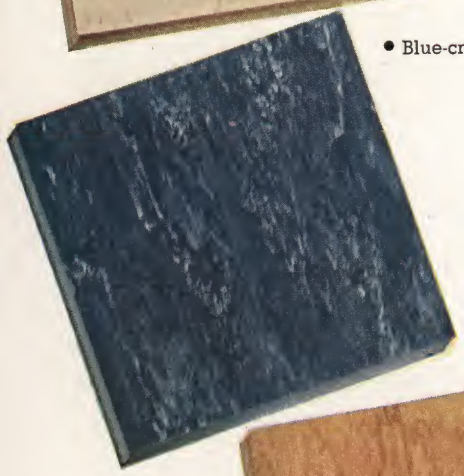
Women who clean their own floors actually add hours to their leisure time every week, with WRIGHTEX. It's surprising how little attention it requires. Dirt, dust and liquids on this smooth, non-porous surface, disappear with an easy, damp wiping or mopping. The best cleaner is lukewarm water . . . or, for an occasional scrubbing, an approved rubber tile cleaner. Thin-coat waxing and dry buffing still further reduce the number of washings and keep WRIGHTEX sanitary, gleaming and spotless.

INDIVIDUALITY OF DESIGN

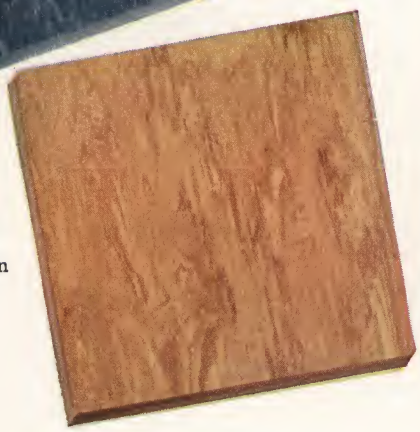
With a choice of sixteen WRIGHTEX colors, you are assured of combinations to fit *any* color scheme — for any room. An endless variety of patterns for grouping tile of harmonizing colors, enables you to express your own smart taste in original and distinctive designs. To the eye, a WRIGHTEX floor is always custom built — designed exclusively for you. Its rich, colorful beauty is truly "a joy forever."

WRIGHTEX TODAY'S HOME-FLOOR TREND

Especially significant, as a guide in selecting floors for the new home, is the rapidly growing preference of those who insist on *the best.* The number of finer homes, recently constructed, with WRIGHTEX floors in every room, is notable. The deciding factor in these cases has not been merely their smartness, nor the rich beauty and individuality of WRIGHTEX designs, but also the knowledge that in 25 years — or even 50 years or more — these WRIGHTEX floors will be as smart and new-looking as they are today.



• Blue-cream

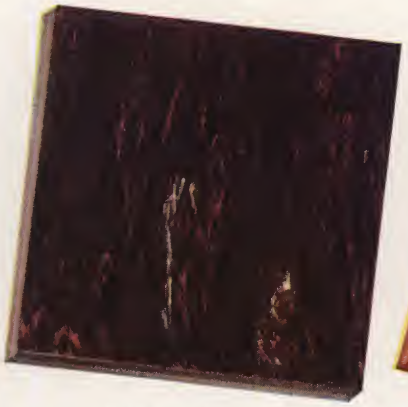


• Gold-brown

• Green-cream

• Dark Brown-gold

• Brown-cream-gold



• Black-red-cream

• Red-gold

EXPERIENCE OF WRIGHTEX USERS

If you were to visit homes possessing WRIGHTEX floors laid 25 years ago, you'd see floors looking as new and lustrous as if laid yesterday. No evidence of wear is visible. The richness of their colors is unchanged. The rate of wear, where measurable, reveals a potential lifetime of more than 100 years. This experience of America's first rubber tile users is the best criterion of long WRIGHTEX life — and it's real economy.

LONG LIFE IS BUILT-IN

WRIGHTEX is molded under extremely high pressure, which gives it a uniform non-porous texture and a wear-defying surface. Its colors go clear through — its beauty is tile deep. Dirt, grease, acids, burns, stains cannot penetrate this non-porous surface . . . and, therein lies the secret of another exclusive WRIGHTEX advantage — the amazing ease with which it can be kept clean, fresh, and new-looking.

NO CHIPPING OR CRACKING

As you'd expect of a floor so tough and pliant, WRIGHTEX will not chip, crack or mar. Dents, caused by heavy furniture, always return to the original, smooth level. If a spot or area of this floor is damaged by some accidental means, you'll find it easy and economical to replace only the affected tile with new tile of matching color.

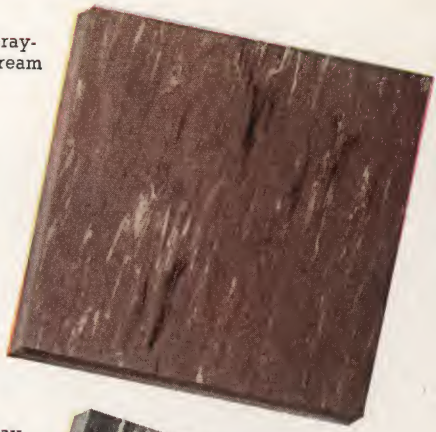
WRIGHTEX HELPS RADIANT HEAT

It's the favored floor over radiant heat installations, due to its low heat loss, and the heat diffusion characteristics of its non-porous texture. In addition, the fire-resistance of WRIGHTEX is noteworthy. It contains no oil or other inflammable ingredients — nor anything to dry out and leave the tile brittle.

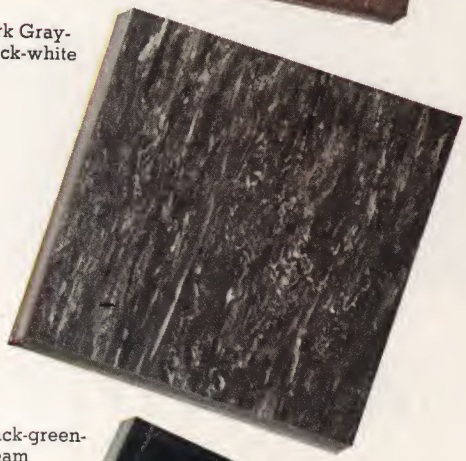
WRIGHTEX SOLD NATION-WIDE

There are several thousand Wright Rubber Tile dealers from coast to coast, who are equipped to install your WRIGHTEX floor skillfully and economically. The name and address of our dealer nearest you will be sent gladly, upon request.

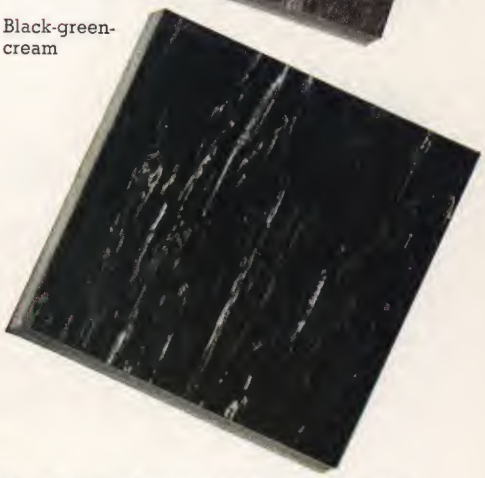
Wright Rubber Tile is nationally advertised in several leading magazines. Most architects and home-building contractors are familiar with it. Further information will be forwarded to your architect, contractor, or yourself — promptly — upon request.



• Light Gray-black-cream



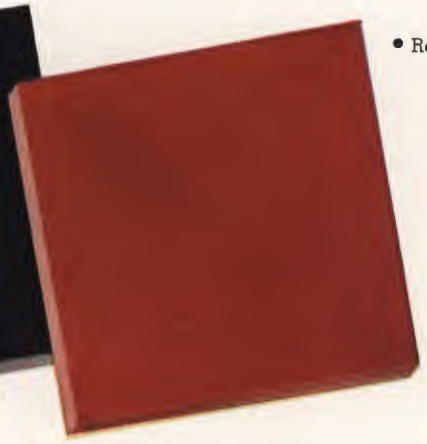
• Dark Gray-black-white



• Black-green-cream

TAYLOR MANUFACTURING CO., 3034 W. Meinecke Ave., Milwaukee 18, Wis.

• Black



• Red

Added!
new color
Red
with
black.

SIZES OF TILE AND FEATURE STRIPS

In all available colors, you have a choice of 9-inch, 6-inch, and 4½-inch squares, in tile of ⅛-inch or 3/16-inch depth . . . feature strips in 18-inch lengths, and any width desired between 1-inch and 4-inches.

Floor of WRIGHTEX — soft-surface Wright Rubber Tile — Blue-cream and Gold-brown, with Wright-on-Top Compression Base. Photo and bathroom styling, courtesy of Crane Co.

WRIGHTEX . . . *for every floor in your new home*

WRIGHT-ON-TOP

COMPRESSION BASE

Available in black only

● A flexible rubber compression base that gives the finishing touch to *Wrightex* and other types of floors. Wright-On-Top overlaps the floor and always stays snug despite floor shrinkage or unevenness. It won't scratch or scuff, and possesses all the rugged characteristics of *Wrightex.* This ability to take unusual abuse makes it an ideal cover for stair risers and other spots that are subjected to heavy wear. Wright-On-Top stays looking new — never needs refinishing. Available in 4 inch and 6 inch widths — 1/8 and 3/16 inch thicknesses.

U. S. Patent No. 2,300,084 Canadian Patent No. 417,081

To many owners of today's new homes, WRIGHTEX is the "best floor" — not alone for bathrooms and bedrooms, or for the kitchen and dining-room, but for the living room, center hall, solarium, and others as well. There are WRIGHTEX designs that accentuate the beauty of fine rugs, the charm of draperies, the distinction of period furniture, the quiet restfulness of a library, the up-to-dateness of a kitchen.

Visit your nearest Wright Rubber Tile dealer. See for yourself the many advantages of a WRIGHTEX floor . . . how economical it is to install. Ask for a copy of the simple directions for the care of this floor. Show him your floor plans, and get his suggestions. You will not be obligated in the slightest. If you do not know his name, write us. You'll have it by return mail.

WRIGHTEX, like WRIGHTFLOR, has many imitators, but not one has duplicated its amazing durability, the permanence of its rich colors.

WRIGHT RUBBER TILE

Floors of Distinction